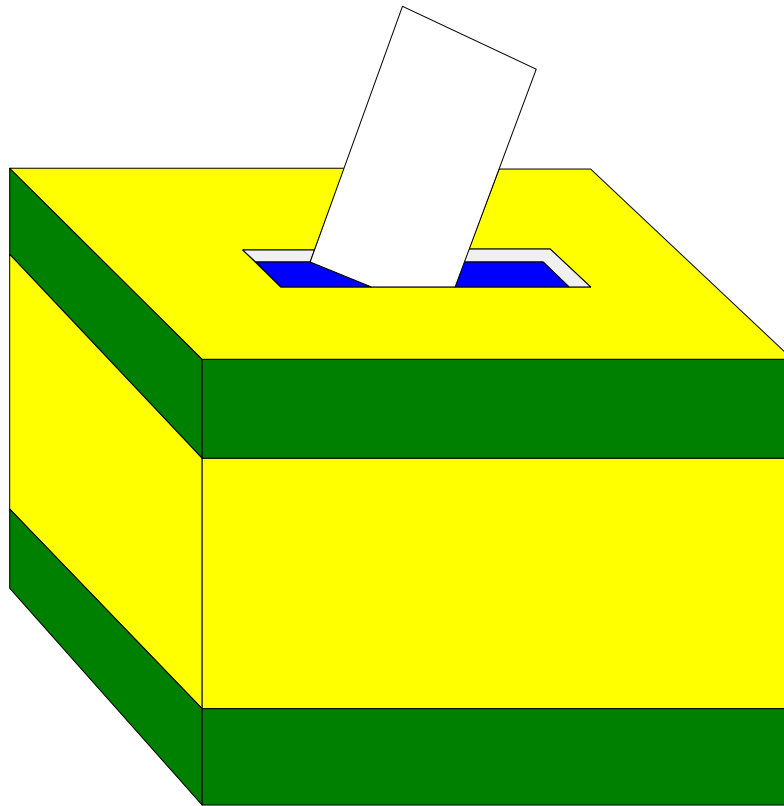


# Customer Service Assessment Report 2001



Customer Service Committee  
Louisiana Department of Wildlife and Fisheries

October 2001

## ACKNOWLEDGMENTS

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*The Louisiana Department of Wildlife and Fisheries follows a nondiscriminatory policy in programs and employment.*

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# **LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES**

## **2001 CUSTOMER SERVICE ASSESSMENT REPORT**

### **Introduction**

The Department of Wildlife and Fisheries (the Department) **Customer Service Assessment Report 2001** will:

- *Summarize the Department's customer service accomplishments in 2001,*
- *Provide an objective measurement of overall customer satisfaction for the entire Department,*
- *Summarize the number of comments, suggestions, and complaints received by type and location,*
- *Summarize the comments, suggestions and complaints by whether or not they have merit,*
- *Provide information concerning steps that can be taken to alleviate or avoid complaints that have merit as well as suggest ways to improve customer service,*
- *Look at the Department's plans in the near future relating to customer service.*

The past year was the second full year that the Department of Wildlife and Fisheries has had in place a means by which to collect and analyze comments from the general public and customers of the Department. Prior to August 1999, the Department had no direct method of collecting and analyzing customer comments and complaints except on a case-by-case basis. In this report, the performance level measurements for the last 12 months will be compared to the results achieved in the program's inaugural year. It is intended for these measurements to be utilized each year to give the Customer Service Committee (the Committee) an idea of whether or not customer service at the Department of Wildlife and Fisheries is improving on a year-to-year basis. These measurements will also give the Committee an understanding of where the Department stands now with its customers and in what areas some improvement may be needed.

## Customer Service Accomplishments in 2001

The Department of Wildlife and Fisheries achieved several of its customer service goals in the past year.

- A customer service survey was conducted during the 2000 National Hunting and Fishing Day event in Minden, LA. This survey was more extensive than the one performed at the 1999 event in Minden. These results have now been analyzed.
- In December 2000, a topical telephone reference list and a directory of contacts by parish was assembled and distributed to each Division as well as each outlying office. These lists were created in order to address complaints by customers regarding excessive call transfers.
- Beginning in January 2001, a 40-minute customer service presentation is being given at new employee orientation. Through September 5, 2001, 74 employees had viewed this presentation at employee orientation meetings.
- Customer service training was provided to employees at several meetings in Baton Rouge and Woodworth, LA. These meetings were attended by 164 full-time employees of the Department.
- The customer service video *Quality Service in the Public Sector* has now been shown to 246 full-time, permanent employees. This represents slightly more than one-third of the Department's total full-time, permanent workforce.
- The Committee began the initial stages of looking at upgrading the telephone system in the Monroe, LA district office to improve customer service in that district while decreasing the employees' workload.
- The Committee was given a presentation regarding the potential uses, availability, and legal requirements of Low Power Radio (LPR). A preliminary investigation was done to consider LPR as a means to communicate Departmental news and other information to the public.
- The Committee collected and redistributed comments, suggestions and complaints that were submitted to the Department in the form of Customer Service Comment/Suggestion Cards, Internet Comment Card forms and Employee Comment

Forms. These forms were distributed to the most relevant Division or Section based on the content of the form received.

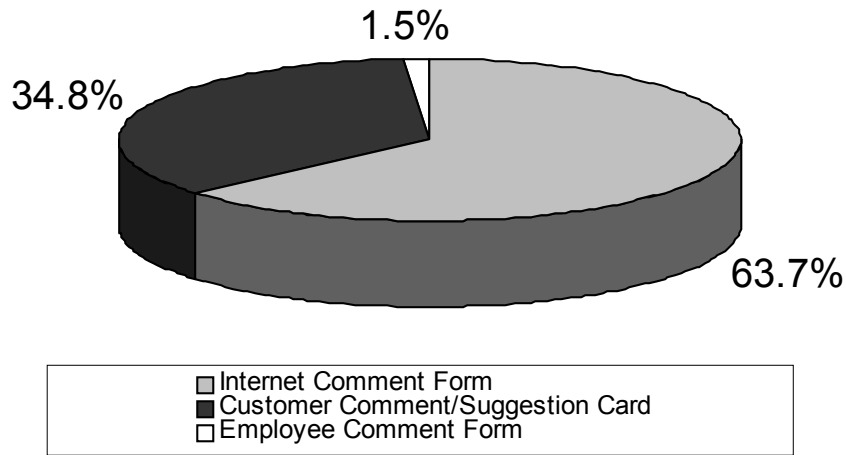
- The Committee implemented a follow-up survey of each Division and Section that received a comment, suggestion or complaint via the customer service channels. These follow-up surveys were conducted every three to four months.
- The Committee has expanded its membership to include at least one member from each of the seven major metropolitan areas in the state (as defined in Appendix A). This has brought more diverse customer service issues up for discussion in the Committee meetings as well as broadened the opinions within the Committee by representing a broader, more diverse area.
- The Committee attempted to put together an employee survey that would enable the Department to find ways to improve customer service by identifying ways to better provide its services to customers. The survey also looked at ways for the Department to enhance morale and foster a more positive and receptive work environment for its employees. The survey was never administered, but is being kept on file.

## **Customer Satisfaction in 2001**

### **Types of Instruments Received**

During the past year, the Department has collected customer and employee comments through a variety of means. The Committee has placed Customer Service Comment/Suggestion Cards (Appendix B) and receptacle boxes at Department locations throughout the state. An Internet Comment Card form (Appendix C) has been created for use by the general public and is available through the Department's web site at <http://www.wlf.state.la.us>. Also, there is an anonymous Employee Comment/Suggestion Form (Appendix D) on the Department's internal network site for use by employees only. Through these means, a total of 135 comments were received by the Committee during the past year. A breakdown of the type of comment instrument received are shown in Figure 1.

**Figure 1: Types of Comment Instruments Received (Total = 135)**



The total number of comments received this year was down 23% from last year. This may have occurred due to a number of reasons:

- The Committee was on a pace to receive approximately 120 Internet Comment Cards this year, an increase from the 83 received last year. However, subsequent to a computer server malfunction on May 26, 2001, the computer section at the Department was unable to fully restore the Internet Customer Service Comment Card to its original functionality. After that date, only one Internet Customer Service Comment Card was received through September 5, 2001.
- The Committee received 47 Customer Service Comment/Suggestion Cards this year, a decline from 71 in 2000. The entire decline can be explained by the decline in cards received at the headquarters location in Baton Rouge which received 37 cards in 2000, but only 13 in 2001. Reasons for this decline are unclear, but factors involved may include fewer people visiting the headquarters office due to the automation of licensing systems put in place in late 1999, and employee training specifically targeting improved customer service.
- Employee Comment Forms declined from 21 to 2. This is most likely because employees who had suggestions and comments made them relatively soon after they became aware that a comment form existed. The year in which 21 of these forms were received was the first year that the Employee Comment Form existed.

It should be mentioned that the number of comments received through these means by the Customer Service Committee is only a relatively small percentage of the total number of comments received by the Department as a whole. The primary reason for this is that many comments are made directly to Department personnel rather than through official channels. Because of this, the results of the analyses in this report should be used with caution.

### **Departmental Locations Where Comments Sent**

Each card and form was received in a central location, recorded, and distributed to the most relevant Division(s) or Section(s) of the Department based on the content of the comments on the particular card or form. Comments that could be handled by the customer service representative were handled immediately upon receipt and then forwarded to the appropriate Division(s) or Section(s) if applicable. Tables 1 and 2 show a summary of where each type of card and form was sent by Office, and by Division/Section of the Department.

In 2001, the License Section remained the recipient of largest number of comments in the Department. However, their proportion of total comments received decreased by 12% from the previous year.

Two categories received a markedly increased percentage of the comments this year. The customer service representative was able to directly answer a larger portion of the comments this year (19% compared with 3% in 2000) due to the nature of many of the Internet comments that made simple requests for general information or complained about license fee increases enacted by the Louisiana Legislature in 2000.

The other category that saw a large increase in comments was the Wildlife & Aquatic Education Section (14% compared with 3% in 2000). Part of the reason for this increase was that this section only existed for part of the previous year due to the breakup of the Information and Education Division. Another reason for the increase in comment cards to this section was an influx of cards submitted at the Booker Fowler Fish Hatchery. In its contact with the public, the hatchery is primarily an aquatic education facility.

**Table 1: Locations Where Comment Cards were Sent by Office (9/15/00 to 9/05/01)**

Location Comment Sent	Internet Cards	Internet Card %	Employee Forms	Employee Form %	Comment Cards	Comment Card %	Total Comments	% Total Comments
Office of the Secretary	6	6.98%	0	0.00%	1	2.13%	7	5.19%
Office of Wildlife	18	20.93%	0	0.00%	14	29.79%	32	23.70%
Office of Fisheries	4	4.65%	0	0.00%	2	4.26%	6	4.44%
Office of Management and Finance	27	31.40%	2	100.00%	18	38.30%	47	34.81%
Customer Service Representative	31	36.05%	0	0.00%	12	25.53%	43	31.85%
Total	86	100.00%	2	100.00%	47	100.00%	135	100.00%

**Table 2: Locations Where Comment Cards were Sent by Division/Section (9/15/00 to 9/05/01)**

Location Comment Sent	Internet Cards	Internet Card %	Employee Forms	Employee Form %	Comment Cards	Comment Card %	Total Comments	% Total Comments
Licensing Section	18	20.93%	1	50.00%	17	36.17%	36	26.67%
Customer Service Representative	25	29.07%	0	0.00%	1	2.13%	26	19.26%
Wildlife & Aquatic Education Section	7	8.14%	0	0.00%	12	25.53%	19	14.07%
Filed. No obvious section named.	6	6.98%	0	0.00%	11	23.40%	17	12.59%
Wildlife Division	9	10.47%	0	0.00%	2	4.26%	11	8.15%
Enforcement Division	6	6.98%	0	0.00%	1	2.13%	7	5.19%
Office of Management and Finance (Undersecretary)	3	3.49%	1	50.00%	1	2.13%	5	3.70%
Information Section	4	4.65%	0	0.00%	0	0.00%	4	2.96%
Marine Fisheries Division	2	2.33%	0	0.00%	1	2.13%	3	2.22%
Inland Fisheries Division	2	2.33%	0	0.00%	1	2.13%	3	2.22%
Natural Heritage Section	2	2.33%	0	0.00%	0	0.00%	2	1.48%
Computer Section	1	1.16%	0	0.00%	0	0.00%	1	0.74%
Socioeconomic Research and Development Section	1	1.16%	0	0.00%	0	0.00%	1	0.74%
Personnel Section	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fur and Refuge Division	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Purchasing Section	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fiscal Section	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Property Control Section	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Office of the Secretary	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Office of Wildlife (Assistant Secretary)	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Office of Fisheries (Assistant Secretary)	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Coastal Ecology Section	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Total	86	100.00%	2	100.00%	47	100.00%	135	100.00%

## Geographic Locations Where Comments Originated

Table 3 shows the geographic metropolitan regions of Louisiana from where Internet Comment Cards and Comment/Suggestion Cards originated. The origins of the comments are based upon the parish in which the respondent resides. A map outlining each of these specific metropolitan regions is located in Appendix A.

**Table 3: Internet Forms and Comment Cards Received From Each Metropolitan Region**

Region	Internet Forms	Internet Form %	Comment Cards	Comment Card %	Total Comments	% of Total Comments	% of Total Comments within Louisiana
Shreveport	8	9.3%	1	2.1%	9	6.8%	8.2%
Monroe	4	4.7%	0	0.0%	4	3.0%	3.6%
Alexandria	6	7.0%	7	14.9%	13	9.8%	11.8%
Lake Charles	12	14.0%	2	4.3%	14	10.5%	12.7%
Lafayette	9	10.5%	5	10.6%	14	10.5%	12.7%
Baton Rouge	13	15.1%	8	17.0%	21	15.8%	19.1%
New Orleans	20	23.3%	15	31.9%	35	26.3%	31.8%
No Response	0	0.0%	9	19.1%	9	6.8%	xxx
Out Of State	14	16.3%	0	0.0%	14	10.5%	xxx
Totals	86	100.0%	47	100.0%	133	100.0%	100.0%

From these results, it is apparent that the New Orleans area has the highest percentage of people sending comments into the Department. This is to be expected since the highest population concentration in the state is in the New Orleans area. The Lake Charles region was significantly over-represented and the Monroe region was somewhat under-represented when comparing their 1999 populations to the percentage of comments received from those regions (See Table 4).

**Table 4: 1999 Louisiana Population Estimates**

Region of Louisiana	1999 Population Estimate *	% of Louisiana Population
Shreveport	445,867	10.2%
Monroe	369,464	8.5%
Alexandria	400,542	9.2%
Lake Charles	253,151	5.8%
Lafayette	557,442	12.8%
Baton Rouge	907,042	20.7%
New Orleans	1,438,527	32.9%
State Total	4,372,035	100.0%

\* LEAP Center for Business & Economic Research

One explanation for these discrepancies may be that the total number of comments received during the year was fairly small. Therefore a small increase or decrease in the number of comments received by a region will affect the regional proportion significantly. When the comments are analyzed by region over a longer time frame, the regions should be more accurately represented due to the resulting larger sample size. If the comments received by a region over a longer time period significantly over- or under-represent the

population of that region, more analysis should be done to understand why specific regions of the state participate more than others in the customer service comment process of the Department.

## Types of Comments Received

Each comment that was received from all sources was classified into one or two categories depending upon the content of the comments. The classifications were Comment, Suggestion, Request, Compliment, and Complaint. Table 5 illustrates a summary of the types of comments received by source.

**Table 5: Type of Comment Received by Source**

Type	Internet	% Internet *	Card	% Card *	Employee	% Employee *	Total	% Total
Comment	4	4.7%	15	31.9%	0	0.0%	19	14.1%
Suggestion	5	5.8%	20	42.6%	2	100.0%	27	20.0%
Request	58	67.4%	4	8.5%	0	0.0%	62	45.9%
Compliment	7	8.1%	7	14.9%	0	0.0%	14	10.4%
Complaint	17	19.8%	7	14.9%	1	50.0%	25	18.5%

\* Percentages do not add up to 100 because some cards & forms were classified as more than one type.

It is apparent from the analysis that most of the Internet Comment Cards had requests for information on them. This seems to be an Internet Comment Card phenomenon because very few Comment/Suggestion Cards and no Employee Comment/Suggestion Forms were submitted in the form of requests. These other two comment venues were concentrated primarily on suggestions for improvement and general comments. It is noteworthy that for the second consecutive year, complaints accounted for less than 20% of all comments. Also, there were a number of comments (10%) that were complimentary toward individuals as well as the entire Department.

## Comments With and Without Merit

The Committee implemented a follow-up survey of each Division and Section that received a comment, suggestion or complaint via the customer service channels. These follow-up surveys were conducted every three to four months. On these forms, the person responsible for the comments in each Division or Section was asked to determine which comments had merit and which did not. A comment is considered to have merit if it addresses a situation

over which the Department has both the authority and the ability to take some action. Table 6 illustrates the number and percentage of comments received that were considered to have merit, listed by the type of comment instrument received.

**Table 6: Comments Received With Merit**

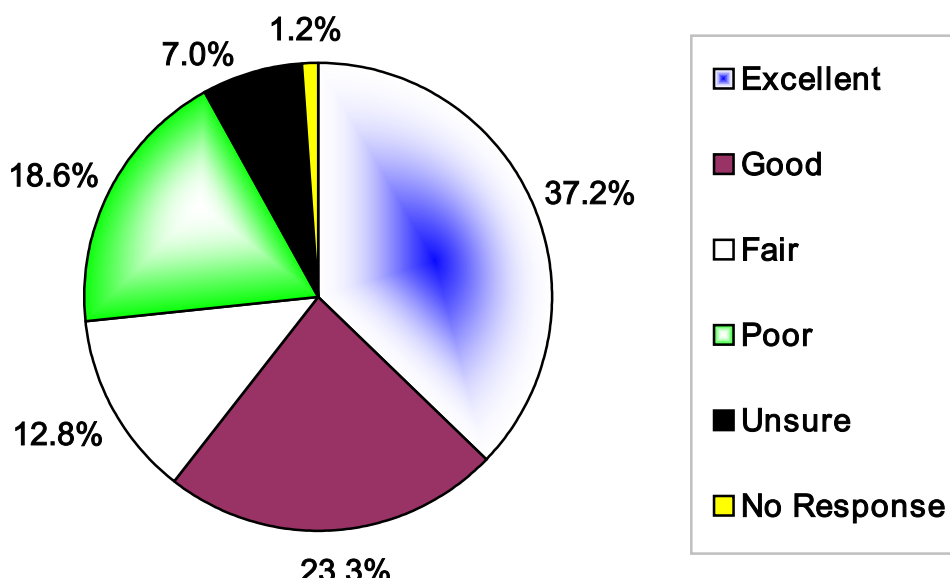
	Internet Card	Comment Card	Employee Form	Totals
Comments With Merit	70	14	1	85
Total Comments Received	86	47	2	135
Percent With Merit	81.4%	29.8%	50.0%	63.0%

This table demonstrates that nearly two-thirds of all comments received had merit. While over 80% of comments received from the Internet had merit, less than 30% of the Comment/Suggestion Cards had merit. The primary reason that many Comment/Suggestion Cards were not considered to have merit is that several of these cards were submitted with scant comments or comments that were not relevant to Wildlife and Fisheries.

### **Overall Public Satisfaction**

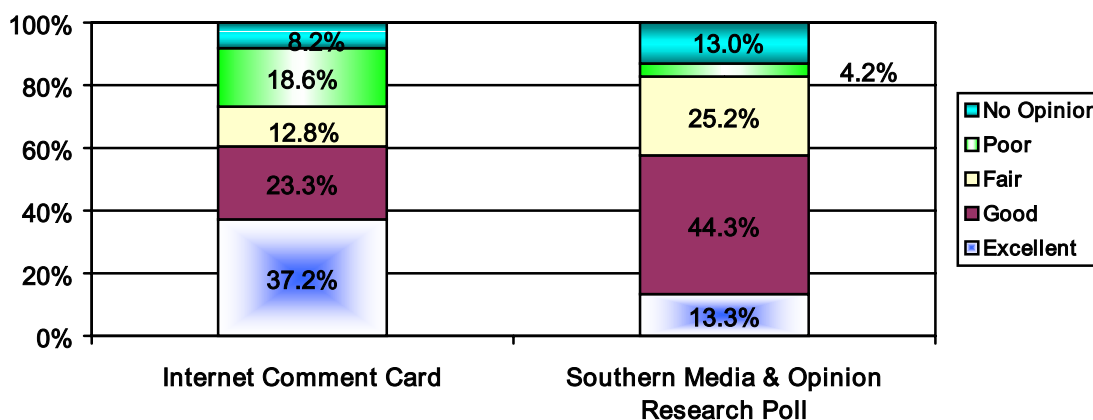
Before the Internet Comment Card was in place on the web site, there was no formal way for the Department to gather information concerning the overall public perception of the Department. This measure is not currently on any other survey instrument that is distributed to the general public. This year, the results (Figure 2) show that the Department is viewed as “excellent” or “good” by over 60% of all people filling out Internet Comment Cards. This represents an increase in satisfaction from last year when 52% of respondents rated the Department “excellent” or “good.” Unfortunately, the “poor” rating also increased from 15.7% to 18.6%. Since one-half of the “poor” ratings can be attributed directly to non-resident license fee increases by the Louisiana Legislature in 2000, it seems likely that this elevated “poor” rating of the Department will be temporary. It is always the goal of the Committee and the Department to minimize “poor” ratings by customers while maintaining a high level of “excellent” and “good” ratings.

Figure 2: Overall Satisfaction (86 Internet Responses)



Between March 1 and March 6, 2000, the Southern Media & Opinion Research (SMOR), an independent research company, conducted a telephone poll of 600 registered voters in the state of Louisiana. One of the questions asked to the respondents was, “As you may know, the Louisiana Department of Wildlife and Fisheries is in charge of managing many of our outdoors recreational areas as well as enforcing our hunting and fishing laws. Would you rate the job of the Department of Wildlife and Fisheries is doing as excellent, good, fair, or poor?” In Figure 3, there is comparison of this poll with the results from the Internet Comment Card.

Figure 3: Comparison of Overall Satisfaction Between the Internet Comment Card and the Southern Media & Opinion Research Poll Conducted in March 2000.

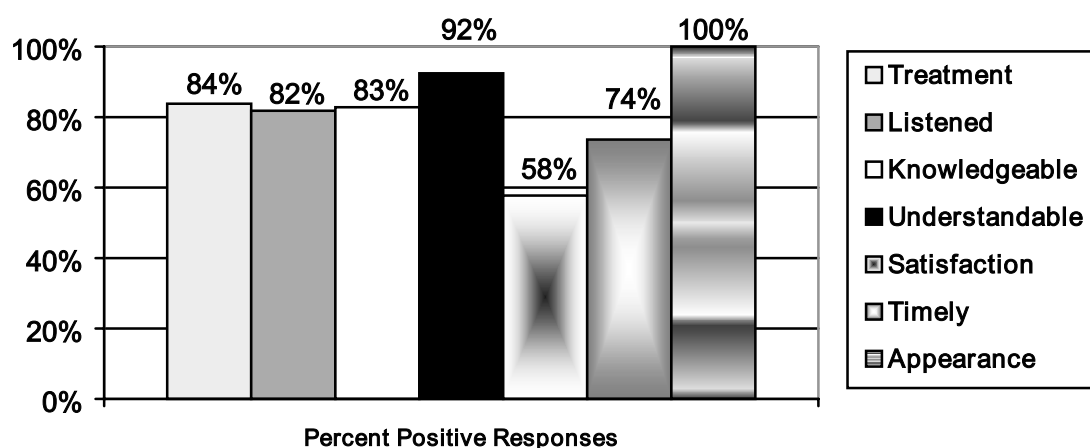


The comparison shows that Internet Comment Card respondents tended to have stronger opinions than those who answered the SMOR poll. This result is expected since the Internet respondents are presumably users of the Department's services and therefore have a stake in how the Department uses its resources, whereas respondents of the SMOR poll may or may not ever use the Department's services. It is noteworthy that when the "Excellent" and "Good" categories are combined the differences in the polls diminishes greatly. This also occurs when the "Fair" and "Poor" categories are combined.

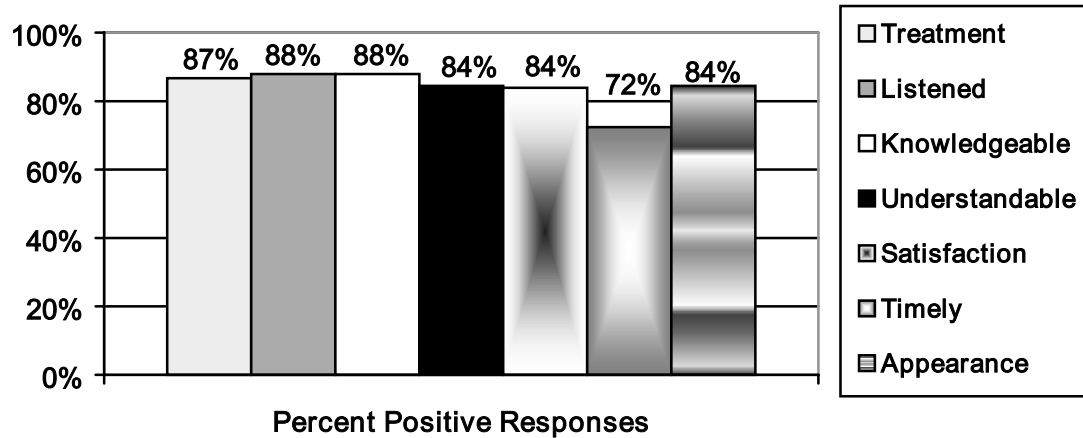
### Objective Comment Card Questions

On both the Internet Comment Card and the Customer Service Comment/Suggestion Card there were seven objective questions (see Appendix B, questions 5a. to 5g. and Appendix C, questions 6a. to 6g.). These questions were tallied using the answer, "Yes" as positive, the answer, "No" as negative and the answer, "Somewhat" as a perfectly neutral answer (i.e. 50% positive and 50% negative). Figures 4 and 5 show the results of the answers to these questions.

Figure 4: Internet Comment Card Form Objective Questions Summary



**Figure 5: Customer Service Comment/Suggestion Card Objective Questions Summary**



Looking at these results, it is apparent that Internet users are significantly less satisfied with how the Department handles their questions and problems than Comment/Suggestion Card users. This may be due to the fact that the Internet is an easy way to voice complaints without having to go to an office or speak with anyone face-to-face. Also, as people are getting accustomed to the Internet and other computerized automation, they seem to expect results more quickly and efficiently than those who do not have substantial computer experience.

The most noteworthy change in these results from last year is that respondents of both the Internet Comment Card and the Customer Service Comment/Suggestion Card experienced significant increases in satisfaction and timeliness. This year, the Internet Comment Card ratings for satisfaction and timeliness are 58% and 74% respectively compared with only 50% and 57% last year. Similarly, this year's ratings for satisfaction and timeliness on the Customer Service Comment/Suggestion Card are 84% and 72% respectively compared with 67% and 70% last year. The reason for these increases in satisfaction and timeliness is unclear, but may at least partially reflect the increased emphasis by the Department on customer service since the Customer Service Committee was created in 1999.

## Employee Satisfaction Survey

Beginning in April of 2000, the Committee began working on a survey, tentatively titled *Employee Assessment 2000*. Due to the relatively infrequent meetings of the Customer Service Committee, it took nearly a year to create a finished product. The survey was designed to solicit the opinions of Department employees to identify areas of concern where the Department may be able to improve intradepartmental customer service. It also was intended to provide the Customer Service Committee with an assessment of the current level of employee satisfaction with the way the Department is currently functioning. The objectives of the survey were for Department personnel to become more effective at efficiently providing services to its customers and to identify ways that the Department could enhance morale and foster a more positive and receptive work environment for its employees.

After examining the survey and initially making suggestions for improvement, the Department's executive committee (consisting of the Secretary, Deputy Secretary, Assistant Secretaries, and the Undersecretary) decided against implementing the survey. They felt that the survey may cause discord among the employees of the Department, and the net gain from the survey would likely be negligible. The survey is being maintained on file for future reference.

## National Hunting and Fishing Day 2000

In 2000, National Hunting and Fishing Day events were held around the state on Saturday September 23. This year, surveys were distributed at Bodcau Wildlife Management Area near the Department's Minden district office. There were a total of 227 surveys completed by attendees (Survey instrument in Appendix E).

The results (Appendix F) show that the people that attend the National Hunting and Fishing Day event tend to have a more positive perception of the Department than the Internet users. More than 90% of the respondents categorized their overall perception of the

services they have received from the Department of Wildlife and Fisheries as excellent or good compared with about 60% of the Internet users.

The average survey respondent was between 36 and 55 years old, and over three-quarters of respondents were male. Also, respondents participated in some wildlife or fishery-related activity an average of 89 days per year. Almost one-half of the respondents to the survey had attended between one and five National Hunting and Fishing Day events prior to 2000. Approximately one-quarter of respondents were attending their first National Hunting and Fishing Day event.

About 90% of survey respondents lived in one of the three surrounding parishes to Bodcau WMA (Bossier, Caddo, and Webster Parishes) with Bossier Parish accounting for about 42% of all respondents. The remainder lived in Texas, Arkansas, and other parishes in north Louisiana.

The average survey respondent participated in four wildlife and fishery-related activities. The most common activity was fishing with approximately 87% of respondents participating. Hunting was a close second among respondents with 85% participating, while camping came in third and boating fourth with 71% and 52% participation respectively.

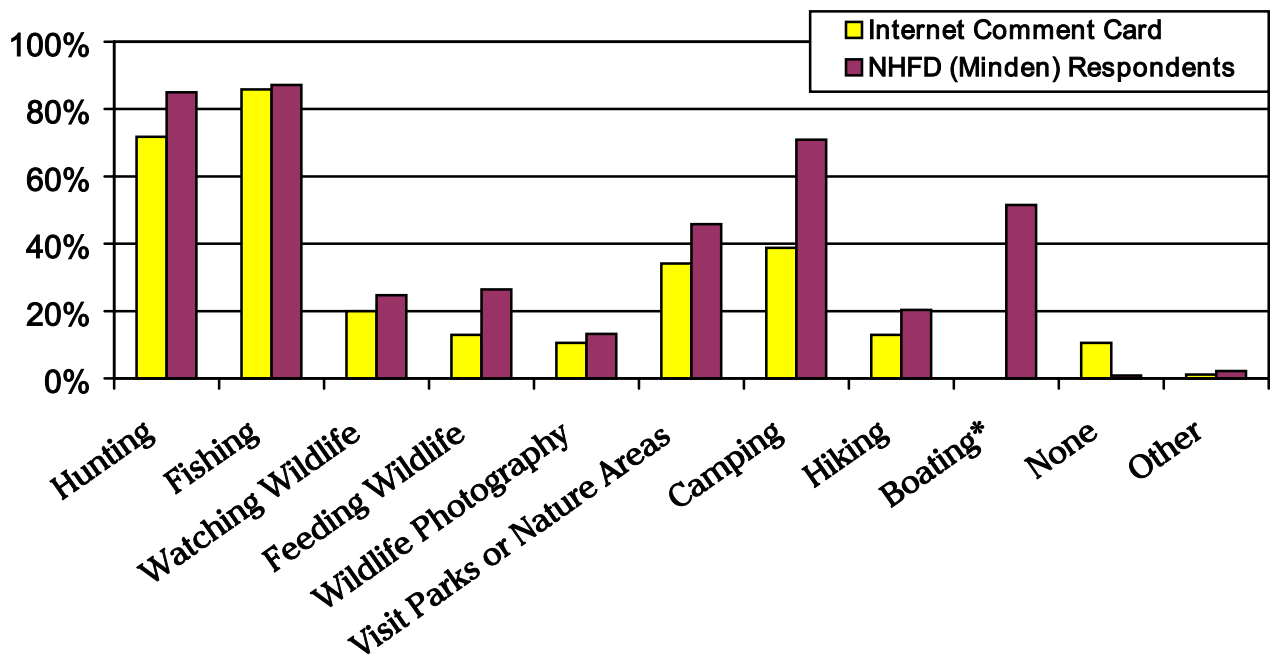
For the first time at National Hunting and Fishing Day, the Department's mission was defined and survey respondents were asked whether they believed that the Department was fulfilling its mission. An overwhelming majority (92%) agreed that the Department is adequately fulfilling its mission.

Respondents were asked to identify the factors that prevented them from participating in wildlife and fishery-related activities more often. By far the most popular answer was "Not Enough Time" which was chosen by 67.6% of respondents. Other factors that were listed by at least 20% of respondents were "Need More Good Places to Hunt / Fish" (27.4%) and "Not Enough Money" (21.9%).

## Louisiana Department of Wildlife and Fisheries Customers

In order to find ways to improve customer service, the Committee has identified getting to know and understand the Department's customers better as a primary goal. This is the reason for the question regarding the types of wildlife and fishery-related activities on the 2000 National Hunting and Fishing Day questionnaire. A similar question was also placed on the Internet Comment Card as question number four.

Figure 6: Wildlife & Fishery-Related Activities Comparison



\* Boating was not a specified option on the Internet Comment Card. Boating may or may not be reflected in the "Other" category or the "None of These" category.

Figure 6 shows a comparison of the participation rates in wildlife and fishery-related activities by Internet users and National Hunting and Fishing Day participants. For both groups, fishing, hunting and camping were the top three activities listed. The results of the comparison show that Internet respondents participated between 1% and 15% less than National Hunting and Fishing Day participants in all categories listed except camping where their participation was 32% less. The boating category currently is not an available response on the Internet Comment Card. However, given the answers by the Bodcau WMA

survey respondents, it may be worth considering placing this option on the Internet Comment Card.

While these results do not directly impact the way that the Department perceives its customer base, it does emphasize the fact that many of the Department's customers participate in several different forms of outdoor activities. Tending to these customers' needs should not be overwhelmed by the more traditional perception of Wildlife and Fisheries' consumption-based customers (hunters and fishers).

## Customer Service in 2002

In the next year, the Department is planning more initiatives to improve customer service. As was noted above, currently the only publicly distributed form in which there is an "Overall Satisfaction" question is the Internet Comment Form. The Committee has added this question to the Customer Service Comment/Suggestion Card and will distribute the updated card to replace the old card by the end of 2001.

At the National Hunting and Fishing Day events in 2001, the Customer Service Committee conducted another extensive survey at the Monroe district office location. This location was chosen due to the relatively high annual turnout at that site and because no customer service surveys have been conducted at this site prior to 2001. Results of the analysis of this survey will be available in the near future. These results will be compared with the results from prior years to see if there are any clear demographic differences in attendees of the National Hunting and Fishing Day events in different areas of the state.

The Committee will be updating the topical telephone reference list that it created last year. This project was initiated due to the complaints received by some of the customers and employees concerning the number of telephone transfers that the customers were having to wade through to get to the correct person to address their needs. In addition, the parish contact directory that was included with the topical telephone reference list will be updated. A new contact by parish for Hunter's Education will be included in the updated list. This

will enhance the directory which already has contacts listed by parish for the Enforcement, Wildlife, Inland Fisheries, and Marine Fisheries Divisions.

During the coming year, the Committee will continue to show the video, *Quality Service in the Public Sector*, as an integral part of employee orientation. Also, the Committee has chosen to show another customer service training video, *E-Mail Errors*, to departmental employees. The video will be shown during planned meetings to expose as many people to the video as possible. This video outlines several problems that individuals commonly have when dealing with e-mail that conflict with good customer service policy.

During the analysis of the Customer Service Comment/Suggestion Cards for this report, it was noted that many of the receptacle boxes placed around the state have been unused since being placed at their current locations (8 out of 20). In the future, the Committee will periodically evaluate each box location in order to consider whether or not a box should be moved to another Department location where it may be more likely to receive use.

Beginning with the 2002 commercial and recreational fishing regulations booklets, the customer service area that is located on the Department's Internet web site will be published in Department brochures that are distributed to various groups and made available to the public. This is being done in order to publicize the customer service program at the Department and to encourage customer service feedback from users of the Department's services.

Due to time and budget constraints, the Committee was unable to do any thorough comparisons of the Department's customer service with the customer service of other state and federal government agencies. An attempt will be made this year to compare the Department of Wildlife and Fisheries with other agencies' customer service initiatives.

## Conclusion

The past year was the second full year that the Department of Wildlife and Fisheries has had in place a means by which to collect and analyze comments from the general public and customers of the Department. Where possible, results from this year were compared with the results obtained during the prior year.

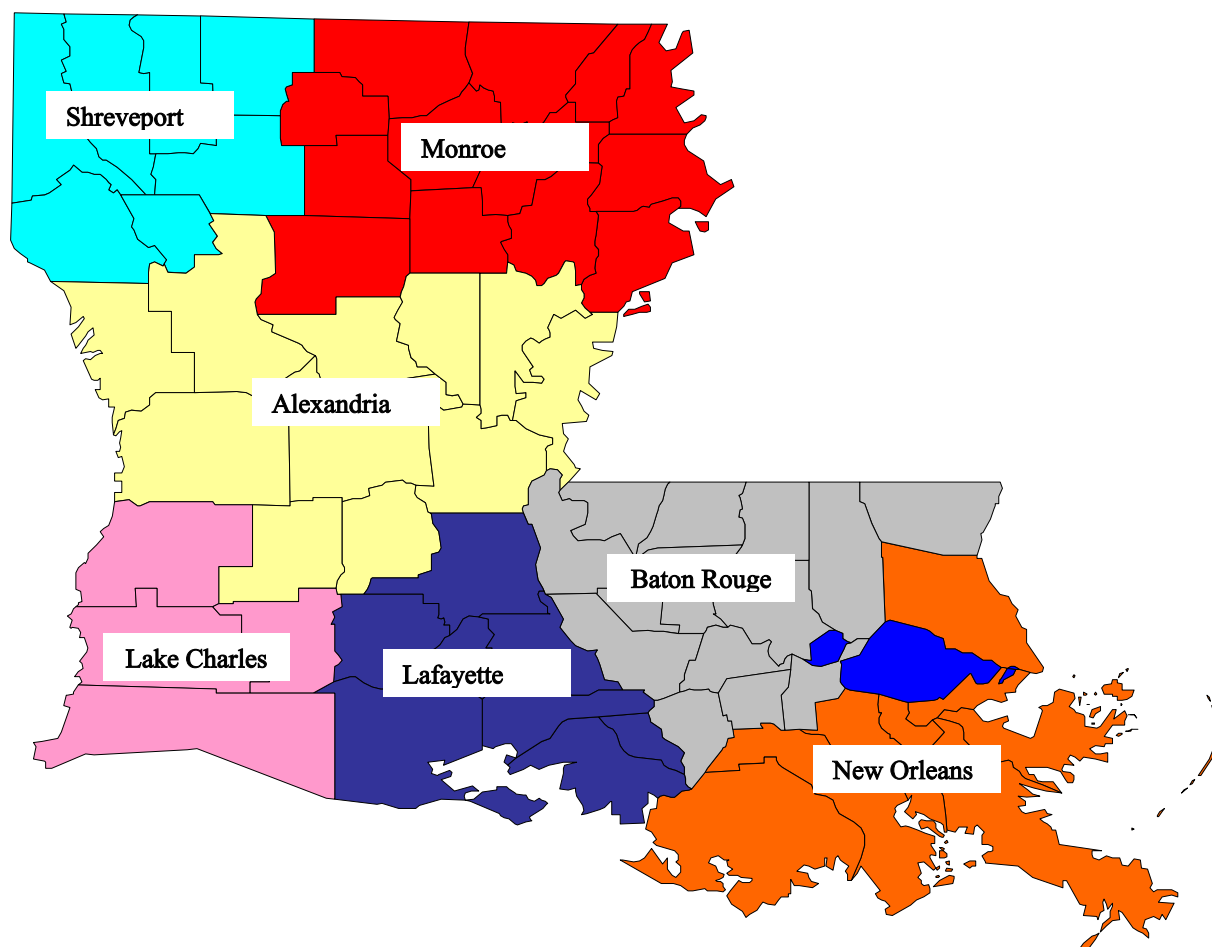
Comparing this year's results to last years, the Department has improved its performance in several critical areas. The overall satisfaction of the public (from Internet responses) improved in both the "excellent" and "good" categories. The only significantly negative result from this year's results was that the "poor" overall satisfaction rating also increased. Although there is still considerable room for improvement, the Department received significant increases in the ratings for satisfaction and timeliness from both the Comment/Suggestion Card and the Internet Comment Card.

In the analysis, there are several areas where the Department has found that it is serving the residents of Louisiana very well. However, there are also several areas where there is room for improvement. While most of the comments received were related to requests for information, suggestions for improvements, or other general comments, there were a substantial number of complaints as well.

Finally, the members of the Committee are continually looking for steps that may be taken to alleviate or avoid complaints that have merit as well as ways to improve the overall quality of customer service at the Department. We hope that by allowing customers (including employees) to tell us directly what their needs and concerns are with the Department, we can avoid any miscommunication that might occur through other means. In the future, the Customer Service Committee and the Louisiana Department of Wildlife and Fisheries will continue to strive to provide the highest quality of customer service possible to the people of the State of Louisiana.

# Appendix A

## Metropolitan Regions of Louisiana



## Parishes Included in Individual Metropolitan Regions

Shreveport	Monroe	Alexandria	Lake Charles	Lafayette	Baton Rouge	New Orleans
Bienville	Caldwell	Allen	Beauregard	Acadia	Ascension	Jefferson
Bossier	East Carroll	Avoyelles	Calcasieu	Iberia	Assumption	Lafourche
Caddo	Franklin	Catahoula	Cameron	Lafayette	East Baton Rouge	Orleans
Claiborne	Jackson	Concordia	Jefferson Davis	St. Landry	East Feliciana	Plaquemines
De Soto	Lincoln	Evangeline		St. Martin	Iberville	St. Bernard
Red River	Madison	Grant		St. Mary	Livingston	St. Charles
Webster	Morehouse	La Salle		Vermilion	Pointe Coupee	St. Tammany
	Ouachita	Natchitoches			St. Helena	Terrebonne
	Richland	Rapides			St. James	
	Tensas	Sabine			St. John the Baptist	
	Union	Vernon			Tangipahoa	
	West Carroll				Washington	
	Winn				West Baton Rouge	
					West Feliciana	

# Appendix B

## **Front side of LDWF Customer Comment / Suggestion Card**

### LDWF Comment / Suggestion Card

1. What type of service or activity were you seeking from the Department of Wildlife and Fisheries? (Please be specific) \_\_\_\_\_  
\_\_\_\_\_
  2. Where was the location of the office or activity you visited (city / place)?  
\_\_\_\_\_
  3. So that we may get to know our customers better, please tell us your primary occupation.  
\_\_\_\_\_
  4. In which parish do you live? \_\_\_\_\_  
  
\_\_\_\_\_
- 
5. For each statement that applies to your situation, please circle the best response:

a) The treatment you received was courteous and respectful.	Yes	No	Somewhat
b) The person you spoke with listened attentively to you regarding your request / problem.	Yes	No	Somewhat
c) The person you spoke with was knowledgeable.	Yes	No	Somewhat
d) The person you spoke with was easy to understand.	Yes	No	Somewhat
e) Your questions or problems were dealt with to your satisfaction.	Yes	No	Somewhat
f) Your questions or problems were dealt with in a timely manner.	Yes	No	Somewhat
g) The appearance of the facility you were in was neat and clean.	Yes	No	Somewhat
h) Can you think of anything that we can do to improve our service to you? *	Yes	No	

\* If yes, please fill out the comment section on the back.

## **Reverse side of LDWF Customer Comment / Suggestion Card**

<p>Place Tape Here</p> <p style="text-align: right;">Louisiana Department of Wildlife and Fisheries Socioeconomic Section P.O. Box 98000 Baton Rouge, LA 70898-9000</p>
<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"><p><b>Please Place First Class Postage Here</b></p></div>
<p>Comments or Suggestions: _____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>If you would like a personal response to your concerns, please provide us with the following:</p> <p>Name: _____ Phone: (_____) _____</p> <p>Address: _____</p> <p>City, State, Zip: _____</p> <p>E-mail address (if applicable): _____</p> <p>Please deposit this card in the Comment / Suggestion Box located near the entrance of selected facilities operated by the Louisiana Department of Wildlife and Fisheries, or simply fold, tape, and send it to us via U.S. mail.</p> <p>You may also submit your comments or suggestions at any time to the Department's home page: <a href="http://www.wlf.state.la.us">http://www.wlf.state.la.us</a></p> <p>Thank you for taking the time to help us improve our service to you.</p> <p style="text-align: center;">Place Tape Here</p>

# Appendix C

## CUSTOMER SERVICE COMMENT/SUGGESTION CARD

### Required information:

1. What type of service or activity were you seeking from the Department of Wildlife and Fisheries?  
(Please be specific)

															▲	
															■	
															▼	
◀	■														▶	

2. What was the location of the office or activity you visited (city/place)?

--

3. If you reside in Louisiana, please let us know what area of the state (parish) you live in.

4. Tell us which activities you participate in (please check all that apply):

- ☐ Hunting
- ☐ Fishing
- ☐ Watching Wildlife (inc. birds)
- ☐ Feeding Wildlife (inc. birds)
- ☐ Wildlife Photography
- ☐ Visit Public Parks or Nature Areas
- ☐ Camping
- ☐ Hiking
- ☐ None of these
- ☐ Other (please specify below)

--

5. Please indicate your overall satisfaction level with the Department of Wildlife and Fisheries: (check one)

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor
- ☐ Unsure

6. For each statement please indicate the **best** response:

- a) The service you received was courteous and respectful.

- ☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

- b) The person you spoke with listened attentively to you regarding your request/problem.

- ☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

c) The person you spoke with was knowledgeable

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

d) The person you spoke with was easy to understand.

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

e) Your questions or problems were dealt with to your satisfaction.

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

f) Your questions or problems were dealt with in a timely manner.

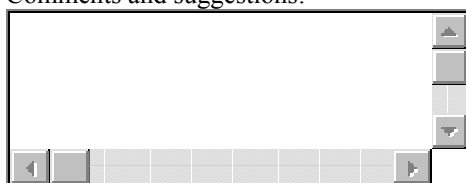
☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

g) The appearance of the facility you visited was neat and clean.

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

**Optional information:**

Comments and suggestions:



Name:

Age:

Occupation:

Address 1:

Address 2:

City:

State:

Country:

Postal (Zip) Code:

E-mail:

Phone #:

☐

Check here if you would like a personal response to your comments.

Reset

Submit

Thank you for taking the time to fill out this comment form.

## Appendix D



# Louisiana Department of Wildlife and Fisheries



## Employee Comment / Suggestion Form

Comments, Complaints\*, Suggestions, Criticisms\*:

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Suggestions for Improvements or Changes:

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**Optional:**

**Name:** \_\_\_\_\_ **Office/Division/Section:** \_\_\_\_\_

\* Complaints and criticisms without suggestions for improvement will not be considered.

Please feel free to deposit this form in one of the Customer Service Comment/Suggestion boxes located at various department locations throughout the state, bring it to room 257 in the Baton Rouge Headquarters building, or mail it to:

Customer Service Committee  
ATTN: Steve Welch  
LDWF, Socioeconomic Section  
P.O. Box 98000, Baton Rouge, LA 70898-9000

After being recorded, this form will be routed to the appropriate office, division or section. Thank you.

## Appendix E



# National Hunting and Fishing Day 2000

Louisiana Department of Wildlife and Fisheries  
Customer Service Questionnaire



Please provide the following information to help the Department of Wildlife and Fisheries serve you better.

1. Please indicate your:
    - a) Gender: ☐ Male ☐ Female
    - b) Age: ☐ < 16 ☐ 16 – 24 ☐ 25 – 34 ☐ 35 – 44 ☐ 45 – 54 ☐ 55 – 64 ☐ > 64
    - c) Zip Code of Home Address: \_\_\_\_\_
  2. What is your overall perception of the service(s) you have received from the Department of Wildlife and Fisheries?  
☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Unsure
  3. What types of wildlife and fishery-related activities do you participate in? (Check All That Apply)  
☐ Hunting ☐ Fishing ☐ Watching Wildlife (Incl. Birds) ☐ Feeding Wildlife (Incl. Birds)  
☐ Wildlife Photography ☐ Visit Public Parks or Nature Areas ☐ Camping ☐ Hiking ☐ Boating  
☐ None ☐ Other (Please Specify): \_\_\_\_\_
  4. Approximately, how many days per year do you participate in wildlife and fishery-related activities? \_\_\_\_\_
  5. What factor(s) prevents you from participating in wildlife and fishery-related activities more often? (Check All That Apply)  
☐ Not Enough Money ☐ Not Enough Time ☐ Not Enough Interest ☐ Length of Seasons  
☐ Need More Good Places To Hunt/Fish ☐ Other (Please Explain) \_\_\_\_\_
- The Department's mission is to: (1) manage, conserve, and promote wise utilization of Louisiana's renewable fish and wildlife resources and their supporting habitats through replenishment, protection, enhancement, research, development, and education; (2) provide opportunities for knowledge of and for the use and enjoyment of the resources placed under the stewardship of the Department; and (3) provide a safe environment for the users of these resources.
6. Do you feel that the Department is adequately fulfilling its mission? ☐ Yes ☐ No
  7. What can the Department do in the future to better fulfill its mission?  
\_\_\_\_\_  
\_\_\_\_\_
  8. How can the Department improve its services to you personally?  
\_\_\_\_\_  
\_\_\_\_\_
  9. How important is it to you that Louisiana maintain and preserve its abundant wildlife and fisheries resources?  
☐ Very Important ☐ Somewhat Important ☐ No Opinion/Don't Know  
☐ Not Very Important ☐ Not Important At All
  10. Before today, how many times have you attended National Hunting and Fishing Day events in Louisiana? \_\_\_\_\_
  11. Where did you hear about the National Hunting and Fishing Day event? \_\_\_\_\_

If you have any other comments, please place them on the back of this page. Thank you.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Thank you for taking the time to help us get to know our customers better.

# Appendix F

## Results of the National Hunting and Fishing Day 2000 Survey

Perception of LDWF		
Rating	Frequency	Percent
Excellent	109	48.9%
Good	93	41.7%
Fair	15	6.7%
Poor	0	0.0%
Unsure	6	2.7%
Total	223	

Home Locations of People in Attendance		
Parish	Frequency	Percent
Bossier	93	42.5%
Webster	58	26.5%
Caddo	47	21.5%
Other Parishes	15	6.8%
Other States	6	2.7%
Total	219	100.0%

Times Attended an NHFD Event		
Times	Frequency	Percent
0	52	24.3%
1 - 5	102	47.7%
6 - 10	30	14.0%
11 - 15	15	7.0%
16 - 20	15	7.0%
Total	214	
Average	4.8	Times

LDWF Fulfilling Its Mission?		
Response	Frequency	Percent
Yes	202	92.2%
No	17	7.8%
Total	219	

Participation Rates in Wildlife-Associated Activities		
Activity	Frequency	Percent
Hunting	193	85.0%
Fishing	198	87.2%
Watching Wildlife (including birds)	56	24.7%
Feeding Wildlife (including birds)	60	26.4%
Wildlife Photography	30	13.2%
Visit Public Parks or Nature Areas	104	45.8%
Camping	161	70.9%
Hiking	46	20.3%
Boating	117	51.5%
None	2	0.9%
Other	5	2.2%
Total Respondents	227	
Total Responses	972	
Average Number of Responses	4.3	

Factors Preventing More Participation in Wildlife Activities		
Factors	Frequency	Percent
Not Enough Money	48	21.9%
Not Enough Time	148	67.6%
Not Enough Interest	5	2.3%
Length of Seasons	30	13.7%
Need More Good Places To Hunt/Fish	60	27.4%
Other	15	6.8%
Total Respondents	219	
Total Responses	306	
Average Number of Responses	1.40	

Respondent Demographics		
Sex	Frequency	Percent
Male	169	76.8%
Female	51	23.2%
Total	220	

Respondent Demographics		
Age	Frequency	Percent
< 16	12	5.4%
16 - 24	13	5.8%
25 - 34	39	17.5%
35 - 44	76	34.1%
45 - 54	56	25.1%
55 - 64	17	7.6%
> 64	10	4.5%
Total	223	

Where Respondent Heard of the NHFD Event		
Location	Frequency	Percent
Media (TV, Newspapers, Radio)	69	33.7%
Friends/Family	41	20.0%
Clubs/Scouts/Church	35	17.1%
Other Advertisements	20	9.8%
State or Army Personnel	19	9.3%
Work/School/Word of Mouth	13	6.3%
Gun Show/Retail Store	9	4.4%
Annual NHFD Attendance	6	2.9%
Other (Unspecified) Locations	9	4.4%
Total Responses	219	
Total Respondents	205	

Importance of Wildlife and Fisheries Resources		
Response	Frequency	Percent
Very Important	215	96.8%
Somewhat Important	7	3.2%
Not Very Important	0	0.0%
Not Important At All	0	0.0%
No Opinion/Don't Know	0	0.0%
Total	222	

Participation Days/Year in Wildlife Activities	
Total Days (All Responses)	18,177
Total Responses	205
Average Days Per Response	88.7